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The REPORTER

with Postage and the Mailbag

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JUL 8 1939

UNIVERSITY OF ILLINOIS

"A Report For The Month of June 1939"



one hour to go

A BUSINESS SCENARIO
IN
PICTURES AND SUB-TITLES



THIS IS THE VILLAIN

(but it's not his fault)

He brings in a last-minute telegram full of news. It requires immediate action, which means something must be sent out to a lot of people tonight!



THIS IS THE 'HEAVY'

(In other words, The Boss)

He has to translate the news into a sales idea or bulletin for his organization. That's not hard, but how will he get it out tonight?



THIS IS THE HEROINE

(also known as the Secretary)

She has the answer. She says: "Dictate your idea and leave it to me. Go on to your banquet. We'll get everything out and won't break the Fair Labor Standards Act, either."



THIS IS THE JUVENILE

(Sometimes called Office Boy)

He's the arm that works with our secretary's eye and hand to get out the job that came in at the very last minute.



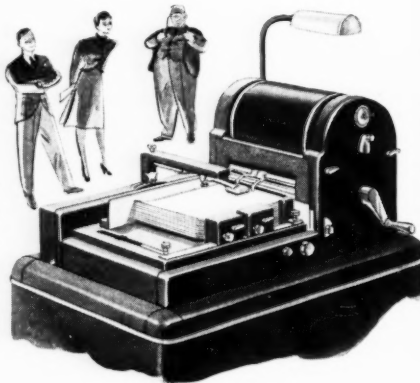
THIS IS THE HERO

(The Mimeograph stencil duplicator)

It gets out the job.

The boss has the idea.

The secretary puts it down on the Mimeograph stencil sheet. —and the office boy with the trusty Mimeograph duplicator loaded with rich, black Mimeograph ink, rolls off the copies at speeds up to 150 per minute. Only one hour to go—but that was plenty of time for the Mimeograph duplicator to do it!



LARGE users often have last-minute problems. Letter Shops have to meet such emergencies. Do you have the Mimeograph duplicator with its allied products to meet them? If not, our local distributor has an especially trained man who can tell you all about it. He is listed in the "Where to Buy It" section of your phone book. Why not call him? A. B. Dick Company, Chicago.

MIMEOGRAPH

MIMEOGRAPH is the trade mark of
A. B. Dick Company, Chicago. Registered
in the United States Patent Office

REPORTORIAL:

PICTURE FANS may be inclined to thumb-through this report for the month of June with indignation, or worse. We believe in cutting the cloth to measure . . . and in making experiments. There was so much solid and substantial information for this issue that there was no room for "dressing up" . . . in spite of the fact that on page twelve you are advised by Hunter Snead to use plenty of pictures . . . since most people understand them better than words. But *Reporter* readers are, we hope, on a higher plane.

The Picture on the Cover indicates what we have in store for you. Rohe Walter and Sanford Griffith have made an intensive study of the New York World's Fair . . . to learn what does and what does not attract attention. We believe that the Fair furnishes a remarkable laboratory of emotions and buying habits. We believe that the lessons learned can be applied to Advertising,—and especially to Direct Mail.

On top of all this serious business of looking at people in the mass through a magnifying glass, Hunter Snead furnished one of the surprises and highlights of the Direct Mail Course by tearing people apart . . . and by showing what makes them "tick." So the important notes on that session of June 6th were a natural corollary to the investigations at the Fair. You therefore have eight full pages of more or less deep and solid thinking. These pages should help you to get people to do what you want them to do.

Chicken feed may be a remote subject to most of you . . . but forget the product and read "Analyzing a Problem" on pages 15 and 16. How many of you have ever taken the time to work out the facts and figures as has brother Napier of Atlanta? No matter whether you sell chicken feed or jewelry, lingerie, or steam shovels . . . you should get an idea about checking your own sales potentials.

The balance of this report of June activities is also analytical. Still putting people under a magnifying glass. Its weightiness is slightly relieved by the narrow column notes.

THE REPORTER WITH POSTAGE AND THE MAILBAG

Edited by Henry Hoke, assisted by associate reporters all over the world

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

The Direct Mail Advertising Association is starting its annual drive for entries in the Direct Mail Leaders Contest. See the note on Page 17 and then act promptly.

very well follow the example . . . or something. Or else . . .

June has been a more than usual busy month . . . if that is possible. Visitors from far and near . . . from as far away as Australia. The Man Clinic conducted by Sid Edlund has been running every Monday evening and will continue throughout the summer. It is a magnificent undertaking. The Advertising Federation Convention "consumed" about a week of the month. As usual, the Direct Mail Clinic (held Tuesday, June 20th) was the largest (250) departmental of the Convention. It also started on time. We've decided that *The Reporter* is not the type of magazine in which to reproduce convention speeches . . . even tho' good. The boiling-down process is too involved. The Direct Mail crowd at the A.F.A. was very much in evidence—socially, educationally, and also in the exhibit hall. Enthusiasm seems to be the keynote of Direct Mail. The A.F.A. general session programs could

The Direct Mail School held its "graduation exercises" on June 27th. *Your Reporter* has enjoyed working with the students and the twelve members of the faculty. Steps were taken on closing night to start an "Alumnae Association" which will eventually be a Direct Mail Club. Announcement is being made that the School, with the same faculty, will be repeated starting September 12th.

As this report for June comes to a conclusion, *your reporter* grabs his hat and bag to catch the boat for Boston . . . where he will talk or mumble to the Association of Alumnae Secretaries. The so-called speech is still unwritten . . . but we'll fool 'em. After examining the sample efforts of many colleges to sell subscriptions, memberships and to raise funds, we'll read some of the notes of the Direct Mail Course—with the formulas of Egner, Collier, Raymond, Messner and Snead. And show how these formulas *have not* been used. Easy. Those formulas are worth knowing . . . and following.

H. H.



Many Happy Returns

What are advertisers doing about reply cards? Several months ago, *your reporter* started looking for cards which had appearance of being intelligently planned along with rest of mailing. The results were meagre. Hunter Snead claims that 8 out of 14 business men look at the reply card first . . . and yet most advertisers plan (?) their reply card *last*. Just when we were beginning to lose hope . . . along comes elegantly planned sample portfolio from Linton Brothers, telling about reply cards. We reproduce the specimens together with some obtained from the mail. Here is some good advice from Linton folder.

"Reply cards are one of advertisings most flexible mediums, fitting into every direct mail problem.

"Reply cards should be brief, colorful, well-designed and convenient to use. The card deserves the same consideration and careful planning that goes into the direct mail piece itself.

"Keep your advertising message sparkling right through to the reply card, using colorful bristols with the snap that invites the prospect's signature. Make the reply card as important as the advertising piece and it will bring you additional returns."

How are *Your* reply cards? If you think you have some good ones, send them to *your reporter*. We would be glad to devote a page a month to further the cause of better planning of reply cards!

L. Rohe Walter, President of the D. M. A. A. and Advertising Manager of Flintkote Company, New York, made extensive studies of consumers' reactions at Chicago's Century of Progress in collaboration with J. Parker Van Zandt. Mr. Griffith, President of Market Analysts, Inc., New York, has done extensive industrial research and heads an organization which is conducting a wide range of consumer and market research. Trained observers, under his supervision, have been at the Fair grounds almost daily, noting visitors' reactions and preferences. They have collaborated in giving your reporter an unusual study of marketing—and the lessons which can be applied in direct mail. Study the Primer.

A ROMAN HOLIDAY OF SALESMANSHIP

WHAT THE FIRST TEN MILLION VISITORS PREFER
AT THE NEW YORK WORLD'S FAIR . . . AND WHY

by

SANFORD GRIFFITH and L. ROHE WALTER

With over ten million, or some 20% of the probable total in 1939, already through the turnstiles of the New York World's Fair, and with 95% of the exhibits set up and operating, a practical appraisal of the pull of the commercial exhibits can now be made. These 600 commercial exhibits range in size from the General Motors buildings, occupying 299,433 square feet, to the House of Jewels, occupying 9,928 square feet but housing a \$11,000,000 exhibit. Some exhibitors spent millions on their displays while others used scissors and paper, pasted up a few graphs, and spent only a thousand or so.

SALES LESSONS FROM THE FAIR

What can all those who have something to say or sell to the public learn from the World's Fair? Why, among the major commercial exhibits, are some successful, while others are dismal failures? What is the comparative effectiveness of the varied appeals?

A group of Market Analysts' trained observers has been working on the Fair grounds, checking and interviewing at the various exhibits, noting their relative effectiveness, cross-checking visitors' reactions, and in general determining where the lightning of the people's choice is striking. Their conclusions, based on six weeks observations, are sufficiently positive to indicate that the winners at this Fair will benefit handsomely in public appreciation. Furthermore it is apparent that a "must see" list is already formed in the minds of the early Fair visitors, and those exhibitors so favored may expect word-of-mouth advertising to increase their proportionate share of the Fair gate as the show moves forward into the heavy attendance months of July and August.

What kind of commercial exhibits, then, do these first eight million Fair visitors prefer? What do they select to see? Faltering eye and leg muscles, as well as the limitations of time, make selection a necessity either

A DIRECT MAIL PRIMER

BASED ON WORLD'S FAIR
OBSERVATIONS

1. DRAMATIZE YOUR STORY

Even the most commonplace product can present its story dramatically to attract attention and appeal to the emotions just as a headline in a direct mail letter should promote desire and win attention.

2. SELF-PARTICIPATION PAYS

People like to take part. They appreciate behind the scenes privileges. They are flattered by an appeal to reason, couched in terms of their own self-interest, which an inspirational lead-in of a selling letter satisfies.

3. DEMONSTRATIONS POPULAR

Showing how a product is made is always popular with the crowds. It serves the same function as does the clear-cut definition of the product in a direct-mail campaign.

4. SUCCESS STORIES ACCEPTABLE

People are impressed by the wide-spread use of a product: by research and prestige-building activities. This conclusion based on Fair observations, substantiates the importance of using success stories, testimonials and endorsements in direct mail activity.

(Continued on Page Six)

A DIRECT MAIL PRIMER

BASED ON WORLD'S FAIR OBSERVATIONS

(Continued from Page Five)

5. SYMBOLISM A POOR SALESMAN

Costly trimmings, beautiful arabesques, clever and original symbolic designs, when observed at all, attract more attention to the novelty of the display or the originality of the designer than to the product itself. Realism is far more acceptable to the masses. Direct mail, with its adaptability to Realism, should place more emphasis upon its use. The simpler, more obvious your story can be made, the better.

6. FLATTER YOUR AUDIENCE

People at the Fair want to learn! They resent being talked down to. It is of paramount importance that the direct mail advertiser, while fully appreciative of the educational limitations of his audience, never gives his customers any idea that he is talking down to them. Proper respect for the Prospect almost invariably pays out in cold cash.

7. LOOKING THROUGH HIS EYES

If you like your fellow human beings, or if your business or personal success is dependant upon people, remember that the greatest exhibit at any Fair is not listed on the programs or ballyhooed along the Midway—the Fair's chief wonder is always the people who throngs its grounds! Stop and study and analyze the crowds at the Fair. You will learn much of value applicable to your direct mail work.

A CAPTION THAT CLICKS!

Your reporter . . . and a lot of others . . . likes the folder issued by Broadstreet's, New York. Good bleed picture of *man* on first page. Caption in reverse "A regular business suit that weighs only 43 ounces." Inside a swatch of the cloth with a cut-out hole (so you can hold to light to see how thin). Description of suit included a photograph of a suit folded on a scale with indicator at 43 ounces. Good example of dramatizing the sizzle.

in advance or on arrival at the grounds. To see everything, allowing only a few minutes at each exhibit, would require weeks!

OUTSTANDING FAVORITES OF THE FAIR AUDIENCE

Among the outstanding favorites at the New York World's Fair are the exhibits of General Motors, Ford, American Telephone and Telegraph, the Glass Industry, General Electric, and Eastman Kodak. Other popular major exhibits are Westinghouse, Du Pont, Firestone, and Continental Baking.

Underlying these successful exhibits, with their widely separated and diverse attractions, are fundamental principles of selling applicable in all lines of human endeavor. A thorough understanding of what makes these favored exhibits click will prove invaluable to everyone seeking the public's favor—be he butcher, baker, bishop, merchant, manufacturer or moulder of public opinion.

Perhaps the most distinguishing over-all characteristic of these successful exhibits is the fact that they flatter the visitor by presupposing he wants to learn. Visitors, generally, rise to this "intellectual" opportunity and most of those queried on their reactions to the popular exhibits invariably respond: "That's an interesting exhibit and I LEARNED a lot!" The words "interesting" and "learned" are the two most over-worked, cropping up constantly in interviews at the Fair. Whatever the average mental age of a crowd, people like to feel themselves treated as intelligent adults. This is why talking down, or talking in words of one syllable, is instinctively resented in direct and mail selling. Bring in the two-barreled or three-barreled word, but keep the main presentation of the exhibit, or the basic sales idea, forceful and simple. Some words will not be understood, but technical terms enhance the scientific weightiness of the appeal. If it is Science, it must be good. *Science* and *Research* are impressive words today, with an appeal as strong as that of Magic a few centuries ago.

WHAT DO PEOPLE LIKE?

People like to be asked questions. To begin with, many of them at home "just ain't never been asked." To have earnest interviewers really seeking their opinions is a new experience—more, it is flattering. They know the radio programs they like, the movies they want to see and hear. They are beginning to follow foreign affairs and have very positive ideas on taxation. They know very positively what kind of a home and what kinds of razors and soaps they like. They are glad to be asked questions and prompt to explain why they like or dislike things. What is more, their answers often show shrewd observation and common sense.

Obviously this appeal to the "intellectual curiosity" of the visitor is most successful when dramatized or considerably sugar-coated. Actually the visitor may not be getting much that is new, but he likes to feel that he is. He wants to be impressed and entertained and that is frequently all that the exhibitor is trying to do.

Interest in the *how* of things (how they work—how they are made) is easily aroused by things or people in action. Visitors will walk from stand to stand and listen for nearly half an hour to lecture demonstrations by du Pont or Eastman Kodak chemists. They crowd the General Electric and General Motors Halls of Magic to see scientific vaudeville shows. True, this interest for many does not carry over from the "how" to the "why." They regard this advanced electrical science as just so much magic and enjoy being startled and amazed by it. To advance from this feeling of wonder to a comprehension of the workings of it is too much to expect of the hurried distracted visitor at a fair.

MASS PRODUCTION IN THE AMUSEMENT WORLD

Another distinguishing characteristic of the good shows at the Fair is the notable manner in which they have carried the chain flow of mass production and traffic control knowledge into the popular entertainment world. In so doing they achieve perfect coordination of flow and timing so that the visitor, once started on the entertainment cycle, is carried through smoothly to the end. No details are over-looked. Nothing is left to chance. The visitor is not asked to make a mental adjustment to understand the purpose of the exhibit. He need expend only a minimum of effort, mental or physical. Any exhibitor who gives him a chance to relax in the course of a hectic day wins gratitude.

While operating in different settings, Ford and General Motors rank at the top of the list of the Fair's favorite attractions. Both exhibits "condition" their visitors in advance. Ford does so from a distance: the approaching visitor sees colored Ford cars encircling different tiers of the exhibit building. At the entrance a mural, great in size, colorful, shimmery, and dramatically lighted, gives Mr. Smith an opportunity to become an impromptu art critic and impress the wife and kiddies.

An old fashioned Ford near the entrance gives a homey feeling to the vast hall. After all, Mr. Ford tinkered in an old barn once. Then follows a well-presented series of exhibits showing the intricacy of the machinery; the minute precision of the measuring devices; an actual demonstration of the economies in the use of giant presses as contrasted to hand labor; and the miracles of chemistry applied to the soya-bean. Ford doesn't seek to go through all the operations in the making of a car. Instead, he picks out the startling detail or the imposing mass and illustrates the high spots of production.

General Motors, with a huge building of unusual shape and winding paths, also skilfully conditions visitors in advance to a good show. Visitors climb up a serpentine path outside the building and then walk down again inside. At the peak of attendance, many wait hours to enter the hall housing the diorama. Once inside the hall progress is still slow, but the crowds are soothed by soft music and soft lighting while listening to the story of the development of highway transportation. The visitors then recline in comfort and travel for 20 minutes around an extended diorama of our land in 1960, a "World of the Future", a more powerful display than the Fair's own show in the Perisphere. General Motors do not say that they are pioneers and leaders in highway and traffic-flow progress, but they do leave you that impression. Also they do not ask you to buy a car. But they have generated enough goodwill to make you vulnerable. It is not strange that many visitors proclaim this the number one goodwill show at the Fair.

Ford induces much the same soothing, satisfied feeling by inviting visitors to ride about the outer ramps of his building in a Ford car to the accompaniment of music, while the solicitous voice of the well trained driver-guide skilfully creates the impression that he is their personal chauffeur.

SCIENTIFIC VAUDEVILLE WOVES 'EM

The General Electric Company has successfully combined several major sure-fire appeals in their Exhibit to which the crowds respond with alacrity. The building itself, of burnished copper and green lacquer, is distinctive and easily identified. The crash of man-made lightning, audible a quarter of a mile away, is a spectacular crowd-getter, and the ever-popular House of Magic follows the story-telling technique so successfully used at the Chicago

ABOUT CATALOGUES!

IN LINE with your repeated requests to your subscribers to send any of their printed matter, I am mailing to you a copy of our 75th Anniversary Catalog.

We would appreciate any comment or criticism which you may care to make.

C. J. Yanutola
Advertising Department
The Otis Hidden Company, Inc.
Wholesale Home Furnishings
Main Street at Sixth
Louisville, Ky.

Dear Mr. Yanutola:

Anyone who has succeeded in staying in the wholesale furniture business for 75 years should know how to produce a catalogue. I have no negative comments except that some day I'd like to see a firm like yours issue a tabbed or indented indexed catalogue. You have all your sections separated. Wouldn't it be simpler (and not much more expensive) to have each section easily and visually findable? I like your transmittal letter offering to pay expenses of dealer's visit to showroom (applied as an extra discount on purchases).

Wish you hadn't sent that doo-dad attached to your letter. Took Miss Strutzenberg and *your reporter* about a week to find out that the darn thing was a cat-ownership-capsule—or is that right. But glad you are a name-typer at bottom of letter.

A SENATOR CIRCULARIZES

SENATOR JIM MEAD (N. Y.) is on the Post Office Committee—and naturally could be expected to take steps to speed up his mail. Currently he is using the following mimeographed letter—and the folks who showed *your reporter* copies—seemed to be well pleased with his method of attacking the situation. Bob Orr will probably get after him for the last paragraph, but. . . .

Dear Friend:

It was a pleasure to receive your message and to know of your personal reaction to proposed legislative matters.

Your comments are being studied carefully, and are of inestimable value and assistance to me.

I regret that because of the voluminous amount of mail coming to my office I must adopt this method of acknowledging your communication, but trust you will pardon me under the circumstances.

With kindest regards, and hoping that you will continue to favor me from time to time with your counsel and advice, I am,

Sincerely yours,

JAS. M. MEAD

THE OLD ORDER CHANGETH!

THE COMPLETE CHANGE from a handy pocket size, at one dollar, to the present size publication with alterations to the layout, etc., and the absence of the right man, plus cost increase of 300% caused me to reflect as to its present value to me.

The enclosed Bank Money Order for two years on Royal Bank of Canada, New York agency, makes the answer very plain, as the continued monthly mailings with its improved qualifications have forced me to realize it has grown with the times.

I am another satisfied customer.

S. G. Denman

Secretary, Oddfellows' Service Board
2291 Graveley Street
Vancouver, B. C., Canada

Reporter's Note: And, Mr. Denman, we would rather have you come alone after careful deliberation than have a lot of forced or high-pressure circulation. Thanks for your final vote.

TWO LETTER LIMITATION!

WOULD YOU kindly advise just what is meant by the reference in your April issue of the "two letter a week limitation" of Louis Victor Eytinge?

Alex Hyde

Onox, Incorporated
121 Second Street
San Francisco, California

Reporter's Note: The "two letter a week limitation" in connection with the Louis Victor Eytinge story referred to the rule laid down by the prison warden. Most prisoners are limited in the number of letters they can mail out each week. In the case of L. V. E., the warden limited him to mailing only two letters a week.

That is why those two letters *had to be good*. They had to pull in the returns. And from this experience, L. V. E. learned to write effective letters.

HOW MANY WAYS?

IN CHECKING OVER the chart of 49 Ways Direct Mail Can Be Put to Work in Our Business, we find we use: 4, 5, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 27, 36, 37, 39, 41, 42, 44, 45, 46 and 49.

The chart was a revelation to me.

Sincerely,

George W. Fetske
Pure Products Company, Inc.
623-625 Elizabeth Avenue
Elizabeth, N. J.

Reporter's Note: And it's a revelation to anyone who takes the trouble to check it.

Fair. General Motors also use a progress-through-research lecture that brings science intimately home to the spectators by means of coal-derived stockings and eggs fried over a newspaper.

SELF-PARTICIPATION PAYS

If proof be needed that American manufacturers are becoming alert to the appeals of good showmanship, contrast the Chicago exhibit of the American Telephone and Telegraph Company with its current one. Excellent as the Chicago Exhibit was, the 1939 model far surpasses it.

The most commonplace article, dramatized, can be made an object of novelty and fascination. The secret lies in "personalized" dramatization combined with the opportunity for self-participation.

One of the most interesting subjects to the average person is himself and the next most interesting, his neighbor, particularly his neighbor's private life. Ergo—the Telephone Company combines these two interests effectively. The visitor is invited to make free long distance calls to any part of the country, in the presence and hearing of some 200 others. Thus he combines "getting something for nothing" with getting into the limelight (technically, ego enhancement). And the listeners have the time of their lives gratifying their curiosity about other people's private lives as they play "Peeping Tom" publicly and without social condemnation.

"FREE SAMPLES" STILL PULL

Old showmen like the Heinz Company know that one certain way to draw a crowd into an exhibit is to offer free samples or souvenirs, even though trifling. An individual, with sufficient patience and from one to four hours of time, can manage to eke out a meal consisting of four kinds of soup, as many kinds of beans, and an assortment of olives and jams. This "come-on" is aimed at the broad masses, but also entices many who don't need a free sample.

AN ANCIENT ART APPEALS

The Glass Industry, in their "\$1,000,000 fire-damaged building" that actually resulted in \$4,000 damage, does an excellent job of contrasting centuries old handicraft with modern intricate machine production. A show of old-fashioned glass-blowing, near the entrance, draws admiring crowds into the building. Here well conceived exhibits of ingenious glass handicraft are effectively contrasted with the products of intricate machine-made objects. Visitors are encouraged to take part in the exhibit, and willingly respond to testing the properties of glass by pushing buttons. The punch and pull of humor are utilized by full length figure distorting mirrors that add a side-show come-on.

COWS ON A MERRY-GO-ROUND

Borden's manicured cows are likely to be as famous at the New York World's Fair as Sally Rand was at Chicago. Next to fellow humans, people enthuse most at seeing animals. On the Borden rotolactor, wide open to the outside world, Borden's bovine beauties take their laurels modestly as admiring crowds pay them homage. It is apparent that the Borden Company realizes that it takes more than the sight of the milking of cows to familiarize most people with the intricacies of dairy farming. Information booths with well-trained attendants are kept busy answering questions: "Which breed of cow gives cream?" and "How do you make milk white?"

A SHOW PLUS SERVICE

Eastman Kodak carry out an effective formula of Fair showmanship—starting with an impressive show in color photography, then following with the less digestible company and technical facts about photography while enthusiasm is still high, and concluding the show with service for customers without any offensive direct selling pressure. The exhibit opens with the most overwhelmingly dramatic display of color pictures ever staged. Scenes are selected to provide something for everybody: large color pictures follow in lavish profusion of babies, pretty girls, of flowers, dramatic scenes and sports, and, again, plenty of friendly animals.

With enthusiasm still at a high pitch, visitors then pass along a narrow hall from one lecture to another on ingenious manufacturing processes. People then see pictures actually printed before them, the next best thing to doing it themselves.

In the large end room, amateurs can bring all their camera troubles, whether Kodak or not, to the sympathetic ear of a Kodak expert. Some advanced amateurs get fun in trying to stump the experts. But there is always an astute specialist within reach who can floor any amateur in the first round. Back of the Exhibit is a garden with a selection of Fair backgrounds where amateurs can snap one another to their hearts content. Thus the visitor at the start gets a good show, then some information, then can share his troubles with a camera specialist, and then can try out all he has learned.

SOME ALSO RANS

It is apparent that there are a number of major exhibits that these first millions of Fair visitors do not rate highly. Among these are Chrysler Corporation, American Radiator and Standard Sanitary, Distilled Spirits Exhibit Inc., and the Petroleum Institute. None of these exhibits, however, is hopeless. The major obstacles to popularity are fairly obvious and in part probably will be remedied.

The fundamental reason for the relative lack of appeal of the Chrysler Exhibit is that it appears to emphasize Chrysler's interests rather than those of the public. At one main entrance, a stereotyped automobile show of colossal size greets the visitor who must pass through this assemblage of cars, against a background of frozen trees and frigid art, before reaching the several entertainment features. Strange is it indeed that Chrysler, with one of the hottest shows at the Chicago Fair, now comes forth with one of the coldest exhibits on the Flushing acres.

American Radiator and Standard Sanitary Corporation combines one of the airiest, most spacious and potentially dramatic buildings on the grounds with a regimented static display of white and purple radiators and rows of static furnaces. Most of the motion used in this exhibit is in the Standard Sanitary section where insignificant dark blue china miniatures demonstrate how a new type of square bath can be used in eight different ways.

At the Distilled Spirits Exhibit, Inc., the visitor might expect to be received in an atmosphere of hail-fellow-well-met joviality. Instead, the sponsors strike a ponderous note in their devotion to the cause of Liberty, symbolized by a declaration of freedom on a background of a giant Statue of Liberty. Even the beautiful spacious dome in the center of this building, owing to bad lighting, is a dead blue color.

A complete derrick and drill outside the exhibit of the Petroleum Institute conditions people for a demonstration of the refining of petroleum and the variety of its uses in transportation and industry and in the home. There is probably no more dramatic story in all industry. Yet, once inside

MORE ABOUT ENVELOPES!

ALL THE ENVELOPE TALK in your May issue reminded us here that we hadn't let you see ours, used for mailing the last issue of our *Reporter*. (Nine lines of explanation in place of a corner card.)

We're a little disappointed in the returns on this issue; we received only 26 cards making appointments or requesting fuller information, 12 of the red labels and 4 comments. Of course, this was an off-season attempt, the first we've ever made, but we did expect more than we got.

Any criticisms you may make will be taken to heart. We've used several ideas out of *The Reporter* and have our eye on others. Our criticism of your magazine can be put in two words: it's good!

David Klein
Academy of Advanced Traffic
299 Broadway
New York, N. Y.

Reporter's Note: Thank you for sending me the sample of the envelope you used with your latest mailing.

I don't know exactly why it did not work up to expectations, except to say that subscription mailings have been away off in the last two months (and I speak from experience).

So don't blame it on the envelope. You might try it both ways plain and fancy, in a better season and see which one works best.

WHO KNOWS THE ANSWERS?

WE WOULD LIKE to have some percentage figures on the experience of the large mail order houses as regards the adjustments they have to make in the course of a year's time compared with the total number of shipments they make. We would like to have these figures broken down as follows:

Percentage of complaints received about items which arrive in broken condition.

Percentage of complaints received where there is a shortage in the items received.

Percentage of complaints received where wrong size, color or material was shipped.

Percentage of complaints received where customer ordered wrong merchandise and now wants to return it for another size, color, shape, etc.

Percentage of complaints received where customer complains about quality of merchandise not being up to his expectations.

Reporter's Note: We get a lot of questions every month. Most we can answer, because they've been asked before. Above letter has us stumped. Are there such figures? Can anyone furnish them?

COPY IN REVERSE!

I THOUGHT you might be interested in seeing the attached blotters.

The copy at the bottom, which is in reverse, is to represent a blotter impression. In a survey in St. Louis among the Buyers who had received this blotter we found that 9 out of every 10 stopped to read the message.

Three of the Buyers commented on the fact that they were smart enough to read the message through a looking glass rather than taking the time to try and read it backwards.

*H. Kurt Vahle, Advertising Manager
Cupples-Hesse Envelope & Litho. Co.
Kingshighway Memorial Blvd. at Penrose
Park
St. Louis, Missouri*

Dear Mr. Vahle: Always interested in seeing originality and results. Logical to have a reverse (blotter impression) message on a blotter as a curiosity stimulator. We pass the idea along to possible adaptors.

HOW TO PARK A CAR

CONGRATULATIONS to The Aetna Casualty & Surety Company, Hartford, Connecticut, on 5" x 3" card they are distributing to auto owners. A diagram shows two parked cars. Your car (to be parked in middle) is stapled onto card and runs in a curved groove with three colored benday positions to manipulate the parking. Instructions for three easy steps. Sales story for insurance protection on the back. That's informative showmanship—applied in novel manner.

NOT VERY HIGH?

WE ARE SENDING YOU a number of our publications. These are all designed and produced in our own organization, including the printing. Average return on the mailing pieces, which are mailed only to a high type of executive, is a fraction over 8%. That is not a very high percentage, but they are particularly hot leads, with an exceptional percentage of "sellability".

Thank you for your courtesy on the patent question.

*Geo. B. Wright
Advertising Manager
Nash Engineering Company
South Norwalk, Conn.*

Dear Mr. Wright: Thanks for all the fine pieces. Nothing to criticize. Your 8% sounds high enough to me. H. H.

the deep dark blue building, the visitors' interest is dampened. The exhibits, even those animated, are not presented smartly and vividly enough to hold attention. The public, accustomed to a deluge of color, light, animation, and good showmanship, give scant attention to this show.

THE GREATEST EXHIBIT OF THEM ALL

The successes and failures at the Fair afford an illuminating commentary, not alone on the exhibits, but, far more important, on the characteristics and idiosyncracies of the Buying Public of 1939. And the Fair offers the alert merchandise the opportunity to re-orient the relative importance of basic human nature traits and the ways to use them; to relegate certain merchandising myths to well-deserved oblivion, and to re-emphasize the importance of others.

Many lessons in salesmanship can be learned on the Flushing acres. Many observations can be made that should assure lessened sales-resistance, quicker consumer response, and the accelerated turnover of advertising dollars. Those who study and observe the Fair crowds and correlate and analyze their reactions should profit handsomely.



X-RAY CIRCULARS

APRIL Reporter (page 14) in discussing Realism commented on "Undress Me" folder issued by Formfit. The D.M.A.A. later obtained a supply of samples and sent them to all members in monthly specimen packet. Harriet Raymond, Advertising Department, Celluloid Corporation, 10 East 40th Street, New York City (which furnishes the LUMARITH PROTECTOID material for printing these intriguing transparent build-up folders) sent your reporter a picture of this popular piece . . . so we may as well print it to show you all how it's done. Ford is using same idea to show construction of a car. General Electric to show how electric range is put together, etc. Recent folder received by your reporter shows mid-section contour of a man who doesn't wear a "Bracer". Lift up the transparent cover and there's the same fellow with trimmer lines.

THE ELEMENTS OF GOOD PROMOTION OR WHAT IT TAKES TO MAKE PEOPLE WANT TO BUY

Hunter Snead, sales promotion manager for *Electrical World*, (McGraw-Hill), 330 West 42nd Street, New York City, was the "professor" at the sixth session of the Direct Mail Course, conducted at the Direct Mail Center. Your Reporter reproduces without alterations the notes made by one of the students. These notes should go in the idea file of every direct mail creator. Give yourself the quiz on page 13.

WHAT MAKES PEOPLE DO THE THINGS YOU WANT THEM TO DO?

1. What we *feel* about things is what leads us to buy.
2. People think with their *emotions* and, therefore, we should appeal to their emotions when we plan our promotion in order to get people to part with their money.
3. People are hungry for facts and we, therefore, ought to feed them facts. Big companies are, for example, running quiz ads. The quiz complex is helping sales these days.

WHAT ARE YOU GOING TO TELL THEM?

You have to tell prospective customers what *they want to know* about your product—not just what you like to say. The only kind of copy that really sell anything must contain information, helpful information. It is said that Sears Roebuck sell 11 million customers or 1 out of every 3 in the United States with plain informative copy, and do this tremendous selling job largely because they use "information-copy" in their promotion. You must consider people as a mass and then take them as an average group. A headline ought to be long enough to tell your story and the copy should be long enough to tell your prospect all that he wants to know about the particular product you are trying to sell. Tell it to him in "abc" language that he will understand. Productive promotion tells the story in simple, understandable terms, talks the language of the people you are trying to sell.

Seven out of 10 people are moved more or less by suggestion. How much they will move in your direction depends, of course, on your sales promotion. Don't let your reader guess about your product. If he is to "vote", tell him what to "vote" and how. If he is to write, tell him what to write and how. If he is to buy something, tell him how to buy and where to buy it.

You must keep his interest running high. You must keep the pace changing all the time to keep this interest.

WHAT MAKES CUSTOMERS TICK?

Practically every person wants something for some unconscious reason. Remember, it is not what we think about products but what we *feel* about them that makes us buy. The difference between what we need and what we want is what makes customers.

**Four Reasons Why People Want to Buy.*

1. Because they want *adequacy*.
2. Everybody wants to buy *romance*, (keep fit, stay young).
3. Everybody wants to buy *long life*.
4. Everybody wants to be more *masculine*. (This even includes women.)

* From Donald A. Laird's, "What Makes People Buy."

LONG DISTANCE VISITORS

NEWS about The Direct Mail Contest is spreading. During the past weeks we've had a number of visitors from far lands. We like to greet them. They seem sincerely appreciative of being able to find a spot here in America where they can find a common interest and a collection of the best ideas. We sometimes surprise them by showing ideas from their own home town. We are amply repaid by getting ideas and inspiration from them. Among recent visitors were Olive Campbell, Allied Publicity Services, Manchester, England; George Fitzpatrick, Australia's First Incorporated Public Relations Consultant; Shaun P. O'Connor and Marjorie Bateman of London.

Incidentally, some of you might like to know that during the first fourteen months of *The Reporter*, we've accumulated 115 subscribers in foreign countries (not including the 148 neighbors across the Canadian border.)

WHO OFFERS WHAT FOR THIS?

FOR THE PAST six or seven issues I have been reading *The Reporter*. I have enjoyed every issue and congratulate you on the excellent job that you are doing.

Quite a number of years ago I was a member of the Direct Mail Association but owing to the fact that my firm could not see eye to eye with me in paying for the membership dues I dropped it. What I wanted to tell you though was for the years of 1923, 1924, 1925 and 1926 I kept all the various reports that were issued at that time, which I had bound into four volumes. These reports are all in good condition and are complete with index from Vol. 3, #1, January 2, 1923 Vol. 6, #55, December 27, 1926. I would like to dispose of them at a very reasonable price.

Harris S. Beecher
Society Brand Clothes Limited
400 Atlantic Avenue
Montreal, Quebec, Canada

GOOD NAME!

BEST NAME we've seen for a trade publication: "Shelf Appeal" published by Creative Journals Limited, Museum Station Buildings, 133 High Holborn, London, W.C. 1, England. The magazine is devoted to merchandising, design, packaging, advertising display. The magazine is as good as its name.

COMMENTS OF AN OBSERVER!

"IF THE PRECEDING evenings of your Direct Mail course were only one-half as interesting, helpful and really worth while as last night's sit-in with Hunter Snead, they'd still be tops. I enjoyed every moment of it, and profited much. I guess I jotted as many notes as did some of your regular students.

"More and more such efforts in DM's behalf and we'll not have to take back seats when newspaper, magazine and radio disciples do their stuff.

*C. V. Morris, Sales Manager
J. E. Linde Paper Company
111 Eighth Avenue
New York, N. Y.*

THE STORY OF FIRE!

THE APRIL ISSUE of *The Reporter* just reached my desk and I want you to know that the contents was very interesting and instructive; and as a result of your sending this sample issue to me, I am enclosing a check for \$3.00 for one year's subscription.

I am also enclosing a series of eight direct mail pieces that we are using on a cooperative basis with our dealers throughout the country, and would be most happy to have your comments and criticism of same.

*H. V. Miles—Advertising Manager
Cabin Creek Consolidated Sales Co.
Carew Tower
Cincinnati, Ohio*

Reporter's Note: The subscription is welcome . . . but more welcome is the series of eight syndicated folders furnished for local coal dealers. Builds romance into the story of the development of fire—starting with "Something Important Happened to You in the Year 99,998 BC." It gives the coal burner something to think, and feel, about. An interesting and new treatment of an old subject.

DEATH TAKES A FRIEND!

THE PAPER INDUSTRY and Chicago lost one of its most aggressive and capable executives . . . and this reporter and direct mail lost an enthusiastic supporter . . . in the death of Richard S. Bull on May 18 at the age of 47. Mr. Bull was President of Bradner Smith & Company, wholesale paper merchants, and also President of the Western Paper Merchants Association.

Adequacy applies to about everything that any one will sell in a lifetime. This will apply in direct mail selling or any other kind of selling. Reason: 11 million actually fail in school, 50 per cent still unable to read newspapers. Only 1 per cent finished college. But everybody understands pictures. You must know people. Go ahead and let your productive promotion help show how your product works and do it in "abc" fashion. Remember, people want most what they understand. Clear, simple language carries the most conviction. Much resistance to new products is because it is difficult to understand how these new products work. Back your copy up with diagrams and with simple language. See *Popular Mechanics* and similar magazines as example of "informative, how-to-do-it" copy.

NOTES ABOUT WOMEN OR THE WOMEN'S ANGLE

Men make money and women spend it. Women are the purchasing agents of the nation. Women everywhere buy for pretty much the same reasons. They are hard to please—that is the reason for 15 per cent of the returns of department stores. Women react slowly. It takes them 75 per cent longer to "go" when the traffic light says "go." They are slow in deciding what to buy because they want to make the money go further and they are interested in economy (economy meaning quality at a low price.) They worry about the impression they will make on other people. They buy at a low price even though they do not need what they are buying. They are big lovers of variety. All of which means that you must know the people you are going to sell. Women buy the bulk of all merchandise and, therefore, dictate to manufacturers and merchants, etc.

USE SIMPLE FORMULAS

For example: General Electric uses a "Formula" in their business paper advertising. State a problem, give the solution, tell what it costs and give the net results. Sherwin Williams brought out a new marine paint. Issued a small book which told a lot about marine paint and then told everything about boats. Tell your product story, but be sure to tell customers what they want to know about the product (its use, etc.), in text, diagrams and pictures. Show people how to use the product and the literature will pay for itself. If you want to give people selling facts and information in your promotion, knock off all the excess baggage and give them basic product data. Tell people all they want to know about your product in a way that they will understand it. Human nature has not changed much even though the needs and wants may have changed.

HOW ARE PEOPLE GOING TO REACT TO YOUR LETTERS?

Surveys show that 8 out of every 14 business executives read the reply card first. Many people read nothing but the coupon. Tests show that including a coupon will produce 4 inquiries where you ordinarily get 3 in letters. Advertising power comes mostly from the message itself. Scenery comes later. Tell a person how to get the goods. To make the reader see the goods put the fellow through the paces of buying the particular product which you are trying to sell. "Feed the fish the worms even though you don't like worms yourself."

Customers always ask: "What's in it for me?" Answer that in your promotion. A very important point to remember in copy writing. Find a sure-fire appeal and then stick to it. Keep using the best copy idea of the best appeal until they are threadbare. It will often out-pull your best "new" copy. Repetition is what punctures its way into the public's mind. Although the market may go down it must build itself up from the bottom again.

*WHAT PEOPLE WON'T DO

1. They won't look far beyond their own interest.
2. They resent change and dislike newness.
3. People forget the past and remember inaccurately.
4. They won't fight for things when they can find something to fight against.
5. They don't dare be different from the crowd unless those differences are recognized as being virtues. (Superior ones.)
6. Except under high emotion, they won't exert themselves beyond the line of least resistance.
7. People won't act even in important matters unless they are followed up.

*THINGS THAT PEOPLE WILL DO

1. Follow a habit until it hurts.
2. Accept beliefs ready-made and stick to them until the cows come home.
3. Follow leaders blindly, eyes shut with mouths wide open and will believe their friends even though they know them.
4. Yield to suggestion when flattered.
5. People work hard to establish superiority in the eyes of other people.
6. Find greatest interest in their own emotional kicks.
7. Love low prices and at the same time dislike economy.
8. Glorify the past and discount the future.

SALES APPEAL

1. Get a basic formula for your public and for yourself.
2. Get customers and people to be your laboratory.
3. Don't believe nobody about nothin' when it comes to advertising. Makes tests, keep on experimenting until you get a sure-fire appeal.
4. Every human being is willing to listen to ideas, but they must be good. Keep feeding people ideas all the time.

Reporters Added Note: Hunter Snead talked or answered questions for three and a half hours. These notes represent simply the highlights which were explained and amplified with specimens and blackboard demonstrations.

In the final examination, the following questions relating to the Hunter Snead session were asked. *Reporter* readers might profitably give themselves this test.

1. Please mark the following statements "true or false".
 - a. What people think about anything is probably not what they think—but what they feel.
 - b. People in general base their buying decisions on logic.
 - c. People in general think with their emotions.
2. If copy is going to do a selling job it must be (check one line only):
 - ☐ a. Clever, wise-cracking, smart, funny???
 - ☐ b. Technical, dull, detailed, long-winded???
 - ☐ c. Helpful, full of ideas, informative???
3. Give three examples of highly productive informative copy which has sold thousands of dollars worth of merchandise year-in and year-out.
4. What are the several basic and widespread unconscious motive which "make people want to buy"?
5. What is the first question, consciously or unconsciously, asked by practically every reader of an advertisement—direct mail, publication or otherwise?
6. Name 4 of the 7 things people WON'T DO.
7. Name 5 of the 8 things most people WILL DO.

* From Kenneth Goodes Book, "How to Turn People Into Gold."

LIKES OUR SUGGESTIONS!

I WAS GREATLY FLATTERED and pleased to receive the current copy of *The Reporter* and receive the valuable information, suggestions and criticisms which you offered us in the valuable space of your fine magazine.

I had been hoping to have some word from you before placing reorders, and then to have this complete review come in the following day was a pleasant surprise to say the least.

You handled the criticism in an interesting and highly intelligent manner so different than many who are not familiar with the peculiar and sensitive approach which we must consider in our field.

We have been so busy taking and executing orders that I have not had an opportunity to work out the details of your suggestions, but as we are getting short on some of our literature, I will have to get busy on it very shortly, and I shall certainly cooperate with you in sending you the revised copy and after a trial period I will forward you the results.

I cannot begin to express my appreciation of your unusual and interested response to my plea and whatever I said about you and your good magazine can now be multiplied many times over.

Sincerely yours,
Donald P. Blake, Secretary
Chas. G. Blake Co.
1000 East Sixty-Seventh Street
Chicago, Illinois.

HOUGHTON LINE POLICY

THE HOUGHTON LINE is the house magazine of E. F. Houghton & Company, 240 West Somerset Street, Philadelphia, Pennsylvania. Size 4" x 7", 24 pages and cover. Now in Vol. 8, No. 1—but we think that is the "revival" numbering, as the *Line* was published many years ago. Some of you house magazine editors should be interested in the *new policy* item from current issue.

"With this number of the *Houghton Line* we inaugurate a new policy. The pages previously devoted to *Heart to Heart Talks*, technical articles and advertising will be dropped and the *Line* will consist solely of editorial matter—'Line Logic,' 'From the President's Desk,' and the usual topical articles. The last page, under the caption, 'Do you Realize . . . ?' and a 4-page insert, listing in this issue all of the Houghton products, will be the only advertising pages in the *Line*."

It would be hard to make *The Line* any better than it is.

REALISTIC LETTERHEADS

IN COMMENTING several months ago on those realistic folders issued by Cluett Peabody & Co., 10 East 40th Street, New York City (with collars, ties, shirts, etc., highly embossed), we wondered why the same idea had not been applied to letterheads to be used by men's stores. It has. Bernard F. Stenz of Simplex Textured Reproductions, Inc., 225 Varick Street, New York City (who happens to be taking the direct mail course), showed *your reporter* samples of syndicated letterheads supplied for such stores. Shirts, ties, underwear, socks, pajamas are colorfully embossed along two sides with *texture of material* looking very real. If I happened to be running a men's store, I wouldn't use anything else but.

SPEAKING OF ENVELOPES

Your reporter likes the way Samuel Cupples Envelope Company, Brooklyn, N. Y., presents samples of its colorful specialties. A large envelope holds the samples. A small blue window envelope is tipped on. This contains the salesman's card and his name appears through the window.

And incidentally, just recently a fellow came in to see us, showing samples and claiming to have a *patent* on envelopes entirely printed with a tint, front, back and flap, with a design worked into the tinting plate.

We told him such a patent is ridiculous . . . and it is. Any envelope company can overprint the entire outside surface with any kind of a design. In fact, *your reporter* used such envelopes years ago. And will gladly testify at any law suit.

ALL GOOD, BUT . . .

THE REPORTER certainly is a magazine full of interesting and valuable direct mail information. The layout and style in which it is written makes reading easy.

All issues have been good, but the May issue is tops. It contained so many more practical illustrations and helpful ideas. Father Flanagan's Letter from Boys Town, The Yellow Horde Letter, and the Quizz for Uses of Direct Mail afford considerable food for thought.

Gordon Finley
Associate Agricultural Economist
Production Credit Division
Farm Credit Administration
1300 E Street, N. W.
Washington, D. C.

HOW TO WRITE BETTER LETTERS!

Your reporter quotes two recent suggestions:

Wouldn't it be a good idea to devote a section of *The Reporter* to the subject of better letters? I don't know how this could be done without being too academic, but I believe it has good possibilities if it can be done in an instructive way. There are in our office many people who write letters, but who are not interested in *The Reporter* as it is now edited, because they have no interest in direct mail or in the preparation of direct mail. However, they are interested in writing better sales letters, better collection letters and better adjustment letters.

Second: An item in June 1939 bulletin of The American Business Writing Association, 304 Commerce Building, Urbana, Illinois.

Here we go again sounding like the advance man for *The Reporter*. But aside from being a gold mine for practical discussion of direct mail it contains a plethora of examples that will enliven any class lecture. The April issue isolates the following ten trends in direct mail and discusses each in considerable detail: As a Tool in Public Relations; Careful Media Analysis; Elaborate Presentation; Use of Realism; Truth; Better Copy; Humor; Design; Improvement of Details; Postal Matters.

Some day we hope that *The Reporter* will devote an issue to copy. Are words, alone and in combination, the real basis of all copy? What do DMAA members think? What has been the background and preparation of some good direct mail writers? What do they read and study to keep their writing fresh? Or for leisure? How do they test words? A well-built sentence, fitted to its purpose, is a work of art. What is the technique of some of the direct mail artists?

* * *

Every month *your reporter* publishes interesting, idea-stimulating letters. At times, we've had articles by Bob Orr on letter improvement. Nearly every issue has contained suggestions for copy improvement—but we doubt very much if a regular section or a whole issue devoted to the subject would be effective or interesting. The ability to write a *good letter* involves too many other factors,—such as interest in or knowledge of people; an understanding of the living, working and buying habits of those who read your letters; a schooling in marketing, psychology, logic, good-fellowship and plain ordinary horse sense.

Ever since we started the Direct Mail Course at The Center, we've been trying to discover some way to pass along to the readers of *The Reporter* some of the personal highlights of experience which make this course so different from anything that has been done before. But it is difficult to put it in print. The students have listened and talked with twelve entirely different and individualistic personalities. Each seems to work by a formula—but the formulas are all different. Frank Egner (whose formula writing copy was given on Page 3 of May *Reporter*) and Bob Collier seem to use the same identical formula, but their copy is as different as day and night. Hunter Snead (see page ??, this issue), Jack Carr, Rohe Walter, Dick Messner, Leonard Raymond, Bob Orr, Jules Paglin, Ed Mayer have their rules, methods and results. In their own individual way they study people, listen to speeches, read books, look at movies, analyze headlines . . . and apply the ideas they get to their own business. Letter writing—as such—can't be just learned. You can, of course, improve your technique by studying successful letters, by learning formulas, by learning to eliminate useless words, improper arrangement, incorrect expressions and offensive words—but all of these things are the mental mechanics of writing—which practice will make more perfect. Most of the *other subjects* discussed in *The Reporter* will be more helpful in aiding you to apply selling ideas to the mechanical formulas you already know.

ANALYZING A PROBLEM

WOULD YOU LIKE to read one of the best problem-stating letters ever received by *this reporter*? Trouble with many such letters is that the writer is confused on the whole problem and doesn't state either the problem or the questions clearly. This one is a joy!

As a seller of feeds to poultrymen in the States of Alabama, Georgia, Florida, North Carolina and South Carolina by means of direct mail, we are faced with the problem of securing a good mailing list.

During the past years we have used a number of means to secure the names for the list. The most active group of names are secured from advertising in general farm papers serving part of our territory. This advertising brings in thirty-one percent of the prospect names on the list.

The largest group of names is secured by requests directed to postmasters in small towns. Although this is contrary to post office regulations, we do get a large response. A low percentage of sales shows that this list is not very good.

A smaller group of names comes in through the efforts of one to two representatives on the road that are serving as combination salesmen, service men and list checkers. Cost of names through these men is rather high.

In working over our sales reports for the past year we have found that over thirty-five percent of the new customers that we get are not on the mailing list.

This large percentage of unquoted customers leads us to believe that we must be failing to quote a large number of good prospects.

With the idea in mind of getting a larger number of good prospects on the list, we have devised a plan. This plan is nothing more than the paying of a premium to our present customers for sending in live poultry prospects.

In outline we appeal to the customers to send us all of the prospects that are possible buyers. We will include a form for the names and number and kind of stock owned by the prospect.

All names not now on our mailing list will be credited to the present customer. For each person that buys and continues to buy for three months, we will send the old or present customer \$3.00. A provision in the offer will make it necessary for the old customer to buy from us throughout the three month period.

The provision for the "new customer trading for three months" is necessary because of a combination of facts: 1st. Our gross on single sales is naturally small and would not allow an attractive premium. 2nd. Because of a high turnover in the poultry business and our customer retention, this provision would allow us to pay premiums only for satisfied, stable customers.

The following figures were used in making the plan and in estimating the costs: 44% of our customers buy for three months or longer.

With a total of new customers of 1110 per year, 386 or approximately 35% are not quoted previous to their buying.

If the entire number of 386 came in through customers' recommendations, 44.5% of that number (171.7) would necessarily receive the premium. This would represent an extra expense of \$515.10.

We would like to have an opinion in regard to the general workability of the plan and would appreciate particular answers to the following questions:

Do you think that this offer will appeal to the poultrymen?

Do you think that it would be better to offer a merchandise premium such as free feed or household utensils?

Yours sincerely,

A. Y. NAPIER, Standard Milling Company
8 Fairlie Street, N. W., Atlanta, Georgia.

Basically, you have hit on the only logical solution on how to obtain new names unless you had an extensive sales force and could get new names by offering premiums to your salesmen.

You have made such a careful analysis of your business that it seems a shame for any outsiders to attempt an opinion; however, here is your answer:

1. I doubt if poultry men will be very much impressed with a complicated offer which involves their buying from you over a certain

SPEAKING OF CODING ...

AND ALSO OF RETURN CARDS. We received a double post card from Guy Hodges. Told about his service. The return card had four cartoons to check; O.K. to call; Too busy; Phone first; Perisphering today. See me The address side had this legend "Mr. Postman: Deliver this to Hodges but don't tell who sent it." No place for signature . . . so we know there must be a catch. Couldn't find it, so called Guy to learn that list was coded by placing small razor cuts along the outside three edges in recorded position. Sure enough, there was mine opposite the D in the stamp.

PRAISE FROM AN EXPERT

YOU ARE DOING a swell job with the new magazine. In fact, much as it hurts me I guess I'll have to become a subscriber. I don't know what your rate is for professional letter writers — perhaps they should pay more. But anyway, put me on your list and send a bill.

You should be getting a lot of readers here in Chicago where business men seem to be a little more letter conscious than they are in most cities. Perhaps some of that interest is due to Messrs. Buckley and Frailey. We certainly make enough speeches every year.

Right now, I have large classes at Northwestern University and Central College, and I am conducting some for the Peoples Gas Company. In fact I spend so many nights on business letters that my wife calls me her occasional husband.

Best regards, and may the sunshine of life continue to shine on you and your magazine!

L. E. Frailey
2470 Estes Avenue
Chicago, Illinois

Reporter's Note: Dear "Cy": Knowing that you are watching *The Reporter* will make me even more careful to have everything according to Hoyle. I hope that during the months to come many of our Chicago friends will visit the Direct Mail Center. And one of these days, let's have that rendezvous—or something—with you, Jack Carr and Tom Dreier under a palm in Florida.

WHO CAN FURNISH?

SOME OF OUR RECENT subscribers are clamoring for copies of the February 1939 issue. That's the one with the Direct Mail Center fireplace on the cover. No extra copies available in our office. If any of our readers should find an extra copy, please send it to us.

SPEAKING OF REPLY CARDS!

See also page four.

REPORTER TROY RODLUN of Washington, D. C., sends us fine mailing of Judd & Detweiler, Incorporated, Eckington Place at Florida Avenue, Washington, D. C. (Washington printers). A good letter told about J. & D. Service and enclosed an article written by Rodlun about all types of mailing permits and reply forms. They enclosed "largest reply card ever used." Printed in two colors on heavy cardboard. Size 8½ x 5½. Contained check list of all forms of printing. Post office allowed them to use it but charged them business reply letter rate of 3c (local) instead of the 2c local reply post card rate.

ANSWERING A STRANGER'S LETTER

"IF MAURICE EVANS, like too many men we know, has neglected to answer a letter written to him by a stranger, he might never have had the opportunity to produce 'King Richard II' in New York—a play that made him a comfortable fortune and added greatly to his reputation as an actor.

This stranger had written Evans how enthusiastic he was over the play 'St. Helena,' which was a financial failure. Mr. Evans might have been excused had he neglected to reply. Possibly no reply was expected. But, being a gentleman as well as a fine actor, he answered the letter humanly. Among other things he said he would probably have to accept a Hollywood offer instead of doing 'Richard II,' which was the one play he wanted to produce.

A wire came from the stranger asking Mr. Evans to meet him in the bar of the Hotel Gotham. The two men talked, and Maurice Evans left that place with a check for \$25,000 with which to begin the production of his much loved play. More than that, the rich man refused later to take any of the profits.

Simply by answering the letter received from an unknown man, Maurice Evans was given the help he needed to produce a play that proved to be a smash hit on Broadway and which is still bringing in great sums on the road.

It has always been quite hard for us to understand why any sane person should neglect the opportunities offered by those who write letters. It costs so little to be courteous and no one knows what magic may be let loose."

Reporter's Note: From The Curtis Courier, h.o. of Curtis, 1000, Inc., of Hartford and St. Paul. Tom Dreier, editor.

period or which involves the payment by you of a sum of money which might seem small.

Try to simplify the arrangement whereby they can very simply jot down names of their friends and specify that you will give them either a premium or a discount of *so much* on their next purchase after the new prospect has ordered. That might involve a little bit of mystery and curiosity. Your old customers might be induced to keep on buying to see if they get a discount credited to them.

2. Your second question nearly answered above. I believe that a merchandise premium or discount on their purchases, or an extra quantity of the goods purchased would arouse more interest than the \$3.00 premium.
3. You say that 44% of your customers buy for three months or longer. This must mean that you have a large list of past customers who no longer buy from you.

Make a test of some kind on these old customers. Send them a questionnaire. Send them a letter saying that you are making a frank bid for their goodwill and would like to know why they stopped buying from you. Then put them on the same basis of the prospect-premium-offer that you make to current customers.

LATER NOTE FROM MR. NAPIER

You gave us exactly the type of criticism that we need. We are going to simplify our plan. We will also use a merchandise premium instead of a cash premium. We still wonder though if it would not be more appealing to farmers as a whole to offer a cash premium. On the other hand there is the fact that we can offer a better descriptive article by offering a merchandise premium and can, of course, apparently give the customer more in the form of actual value.

We have contacted our lost customers and have one letter called the "Pup Letter" that we believe is very effective. Replies on this have been approximately twenty-five percent and the percentage of orders ten percent.

The "Pup Letter" sent to old customers (to which was attached a reproduced clipping showing a dejected hound dog).

From our president to the office pup, we all have the blues. As positive proof, look at the clipping of our little hound pup. You can see that he is "kinda down in the mouth"—a mighty sad and dreary old world for our hound pup.

Still, this pup fails to show how bad we all do feel when we think of the fact that your orders have been "lost, strayed, or stolen," as we have had only one order from you.

We wonder if you realize how disappointing it must be to serve a customer to the best of our ability, to give him the best value in feeds that you can, and then, then to find that this customer, for some reason you do not know, has stopped ordering from you.

You can definitely change the expression on all of our faces, from the pup to our president, by sending in an order. That would be mighty kind hearted. If you do not feel so kind hearted, please do use the order blank and reply envelope to tell us what's wrong.

Sincerely yours,

T. B. MARTIN

Reporter's Final Note: There's a good moral in this story for almost all readers of *The Reporter*. Try and find it yourself. Have you analyzed your customer list as carefully as Mr. Napier has? Do you know what percentage of your customers buy what percentage of your total? Do you know what percentage of your customers stay with you a definite length of time? A little more pencil work by some direct mail users would show them that they are wasting a heck of a lot of money on prospects who are not good prospects. And the pencil work might also show them where to spend money profitably on fields not being cultivated.

HE WANTED HIS ADDRESS CHANGED!

THE FOLLOWING LETTER was written to Oxford University Press:

On several occasions during the last three years I have written to you and protested mildly against the forwarding of additional pages to an obsolete address which is outside the delivery zone of the Express Company.

Business conditions being what they are, I think I will have time to drop you a chatty line every once in a while and tell you why I would like to have you use my correct address instead of the one at my aunt's home where I have stayed a short time five years ago, following the death of my uncle.

The woman I describe as my aunt is really my great aunt but she is more like a grandmother to me because she took care of my mother from the time she was left an orphan to the time she married my father and moved into a small house at Kenwood. The address there was 2427 West 22nd Street. At that time my aunt lived at 2204 Sheridan Avenue. I will not confuse you with subsequent addresses, but there were a great many as you can imagine since the old lady is now eighty-four years old.

Her eyesight has failed in the last ten years. Hemorrhage of the retina I believe. She had some glasses given to her by one of the best eye men in Minneapolis, but she would not wear them. She always claimed they were worthless compared to the pair she got for ten cents at the State Fair, so you see when a card comes from the Express Company to her house to inform me that there is a package for me which is piling up storage charges somewhere, I am apt to be unaware of it until I run into her neighbor, Mrs. Underwood, who lives next door and reads her mail.

I hope I have made the situation clear to you and that all future communications and packages will be addressed to my office, 1853 Medical Arts Building. If not, I will write and tell you more about my aunt.

Sincerely yours,

LOUIS M. DANIEL

P. S. She is moving to the Leamington Hotel the first of the month and my mail will reach her there if it has to reach her. Otherwise try Medical Arts Building.

This delightful piece of dry humor should bring a smile to all who have to worry about mailing lists. That old digger-upper of unusual cases, Tom Dreier, published the letter in the current June issue of The Curtis Courier, house magazine of Curtis 1000, Incorporated, Hartford, Connecticut. We reprint it for the benefit of those not blessed by being on that list. Tom Dreier added dryly:

It was a real human being at the Oxford University Press who acknowledged receipt of Mr. Daniel's letter. He opened with: "After reading the most interesting account of your aunt, we are almost tempted to retain her address instead of yours so you can keep your promise to tell us more about her."

Such letters brighten the business day.

ARE YOU A LEADER?

THE D.M.A.A. HAS JUST PREPARED ITS
OFFICIAL FOUR PAGE INVITATION AND
RULES FOR 1939 DIRECT MAIL LEADERS
CONTEST. IF YOU HAVE "A LEADER."

Write for Rules Today

Address: DIRECT MAIL ADVERTISING ASSOCIATION
17 East 42nd Street, New York

"24-ON" "33-ON"
BLANK ADDRESS LABELS
IN COLOR
For PLANNED MAILINGS • BETTER FILING
ECONOMICAL ADDRESSING

Mr. F. S. Smith
Smith, Clark & Jones
62 East Main St.
Eastville, Ill.

Smith,
62 East Main St.
Eastville, Ill.

62 East Main St.
Eastville, Ill.

SAMPLE ASSORTMENT
Free!

**# 24 OR 33
LABELS ON A
PERFORATED
8 1/2" x 11"
SHEET**

MAIL THE COUPON...Now!

Ever Ready LABEL Corp.
153 EAST 25th ST., NEW YORK, N. Y.

Ever Ready Label Corp.
153 East 25th St., New York, N. Y.

Please send assorted samples of
"24-Ons" and "33-Ons" IN COLOR and
tell me how to use them. No obligation.

Name _____ Title _____

Company _____

Address _____

City and State _____

**RENTAL NAMES
MAIL BUYERS**

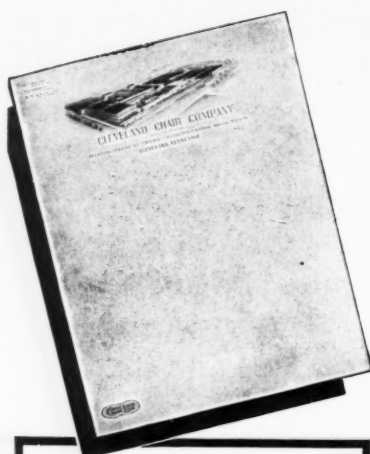
We invite inquiries from
mail sellers who wish
to increase profits by:

- ① Renting lists of known mail buyers for their own use.
- ② Renting their own lists to other non-competing mail sellers.

D-R Special List Bureau

Division of
DICKIE-RAYMOND, Inc.

80 Broad Street Boston



Where Else Can You Buy
LETTERHEADS *Like this*
for \$10 a Thousand!

Send us a sample of your present letterhead and let us quote our MASS PRODUCTION price for QUALITY work on any quantity in which you buy. Our Letterhead Clinic will re-design your old letterhead, if you wish, and submit sketches absolutely free and without obligation, together with our quotation.

Universal Litho & Stationery Co.
Dept. 26
4311 Diversey Ave. Chicago, Ill.

THE practical, how-to-do-it manual on Layout Making and Advertising Design; a simplified, easy-to-use system which you will find indispensable; by the Instructor, Layout and Design, New York Employing Printers Assn.

ADVERTISING LAYOUT AND TYPOGRAPHY

By
Eugene de Lopatecki*

A quick, easy technique for everyone who prepares advertising—with simple methods for choosing and calculating type. Over 40 working drawings and diagrams. Send for **\$3.00** a copy

* Also by Eugene de Lopatecki—
TYPOGRAPHER'S DESK MANUAL

NEW, quicker ways to identify, measure, specify type faces. Using them effectively for text and display. How to choose type to interpret copy, harmonize with illustrations, and print well on paper specified **\$3.50**

Mail This Form

THE RONALD PRESS COMPANY
Dept. 226, 15 E. 26th St., New York, N. Y.

Please send me copies of:—
☐ Advertising Layout and Typography **\$3.00**
☐ Typographer's Desk Manual **3.50**

Within 5 days after I have received them, I will remit price shown (plus a few cents delivery) or return the books.

Name

Bus. Address

City State

SUGGESTIONS FOR SELLING A FUNERAL SERVICE

HERE IS A letter from Martin Greven:

After subscribing to and enjoying very greatly the friendly trend of your magazine, *The Reporter*, I am taking the liberty of sending copies of the material we are using in a funeral director advertising service for newspapers and magazines.

I would greatly appreciate it if you would comment upon our procedure and suggest anything which you might consider beneficial.

May I ask your advice in this matter concerning the use of postage-saver envelopes as well as a postage meter or a section permit? After reading your current May issue, I am in considerable doubt about the use of caption headings or fill-ins.

MARTIN E. GREVEN
Advertising Services
3115 Fairfield Avenue
Fort Wayne, Indiana

Here is the individually typed letter sent to Funeral Directors by Martin Greven—(of course, name, address and salutation at top).

Dear Mr. Smith:

At last . . . an ethical, sales-producing, **ECONOMICAL** advertising campaign for the progressive funeral director!

A campaign which is being offered to only one account in each town . . . and only to those whom we can ship on open account.

Attached to this letter is a set of our actual proofs from the advertising of a successful funeral director. The entire campaign consists of a set of dignified, beautifully designed, engraved copper electros with ample space for copy insertions and your name and address or phone.

We include twenty-six (26) tested copy paragraphs which may be used as submitted or may be easily revised to better describe your individual establishment and services.

This entire service, Mr. Smith, is being produced and used primarily to lower your advertising overhead per funeral and, as Earl T. Newcomer so aptly puts it, "to make your phone ring more." In other words, to raise the number of calls through advertising much higher than the present 3.3 per cent average.

The Greven Advertising Service is sold outright . . . no strings, no red tape and no delay. It may be used as often as you wish and will be up-to-date in copy and design for months and years to come.

Now, that's surely a lot of advertising for only \$18.50, isn't it?

When you fill in the enclosed card and mail it to us, we will ship immediately the full set of electros and advertising copy.

This entirely copyrighted material will be your own **EXCLUSIVE** property. If, by any possible chance you should not be satisfied at any time within 30 days—just return the material and don't send a check.

We feel sure you will be **MORE** than satisfied.

Very sincerely yours,

M. E. GREVEN ADVERTISING SERVICES

Reporter's personal opinions:

1. You seem to have a worth-while service.
2. Your selling letter follows nearly all of the nine points in Frank Egner's formula. Your first paragraph is the attention-getting-desire producing heading. Your letter could possibly be improved by adding a testimonial paragraph—and by emphasizing a special feature. You should eliminate last line and insert a P.S. which rephrases your good first paragraph (headline) and urges immediate action . . . since only one can be sold in each town.
3. You are right in using an automatic personal typed letter instead of circular headline letter. You want to give impression of personal contact. The impersonal type headline letter works best on mass coverage on a selected list, where all names on list are potential customers, and you are after highest percentage of sales. The personalized letter is preferable if the appeal is limited, personal

(Continued on Page Twenty)

An Announcement

OF INTEREST TO **ADVERTISERS and OFFSET PRINTERS**

NO LONGER need you worry about an offset job not coming up sharp—photos lacking detail—lifeless colors.

Empress Offset Enamel has been developed to meet what every printer and advertiser knows is a longfelt need. It is made expressly for offset work, is chemically right for the process and runs satisfactorily on all types of offset equipment. It gives offset printing **brightness—contrast—sharpness of detail** never before possible and opens up a tremendous field so far untouched.

We have prepared a demonstration packet of printed and plain samples which you will find interesting — free to advertisers and printers. Please write for it on your business letterhead.



THE APPLETON COATED PAPER CO.

6009 WISCONSIN AVE.

APPLETON, WISCONSIN

EMPRESS OFFSET ENAMEL

McGraw-Hill

DIRECT MAIL



1,500,000 BUSINESS MEN

FOR MAIL ORDER AND
DIRECT MAIL SELLING

★

These names represent men with responsible positions in business and industry, mostly college educated, in the upper income groups with the ability to pay for quality services and merchandise. Many of the outstanding mail selling organizations have successfully used these lists for several years.

★

For the industrial and trade advertiser, selections can be made by functions, industries, size, location, etc. Hundreds of the leading industrial marketers use these lists exclusively for their direct mail promotion.

★

TO INCREASE YOUR MAIL
ADVERTISING RESULTS

phone or write
DIRECT MAIL DIVISION

McGraw-Hill Publishing Co., Inc.

336 West 42nd Street, New York, N. Y.

**MOSELY
has
the
LISTS**

Many promising
FRESH NEW ONES
are being developed each week

MAIL ORDER LIST
HEADQUARTERS
230 CONGRESS STREET
BOSTON - - MASS.

and personalized. You have done the latter well in paragraph Five. Bob Collier maintains that a personalized letter is effective *only when* the appeal is personalized in the body of the letter. So you might in paragraph Five even work in name of *town* in which your prospect does business.

4. Suggest that you fill-in the *return card* and have prospect simply initial or sign the card. Change Eighth paragraph to suit. Make it easy for your prospect to ACT.
5. Although most tests indicate that third class mailings pull as well as first class—in your case, I would advise sticking to personally typed letters—and hence necessarily first class postage. Your proposition is *different* in that you can sell only one firm in each city. The closer you can approach personal contact, the better the results should be.

Your reporter adds the above to the growing file of personal (but publicly) stated comments. I'm willing to stick my neck out . . . even though I am surrounded by experts who delight in picking flaws and indulging in friendly heckling. Don't take formulas or rules too seriously. That's the fun in this here business of editing a direct mail publication. Rules come and go—but there are always cases popping up which demand changes in formula.

A GOLD PALM FOR RELATIONS!

HERE IS A LETTER received from William E. MacKee of Arnold Van Leer Associates, 521 Fifth Avenue, New York City:

Two exponents of the use of direct mail, when meeting for the first time, always have something in common—profits.

The enclosed direct mail release with but a 10% mailing paid out total costs—and is now showing a handsome profit.

Special delivery only—by Western Union—in some cases, a special letter instead of the first page enclosure. All "Leads" are cold.

Perhaps you might want to comment—in or out of *The Reporter*.

Along with the letter came a large impressive envelope containing a 24-page brochure measuring 12" x 18". Thick, rippled, deckle edged paper. Conservatively printed in large appropriate type. In one color only. After introduction—book is devoted to *Case Histories*—with comments on each case history by client and by agency.

It is good to see an advertising agency which specializes in public relations, doing as intelligent job of public relations *itself* by direct advertising.

So a *gold palm* to Van Leer Associates . . . and you might all like to hang their preface-description of public relations beside your desk. Here it is:

CHARACTER is what you are.

REPUTATION is what people say about you.

WIDE SPREAD reputation is fame. It may be good or bad. There have been men and institutions with bad characters and good reputations. And the opposite is true. Consider that all any one knows about you and the thing by which your world evaluates you is your reputation.

YOU are the only one who can change your character. But OUTSIDERS are the only ones who can change your reputation. When the reputation squares with the character the judgment is just. On the other hand Diogenes, for instance, who seems according to the best authorities to have been a man of rugged intellectual honesty, has come down through history with the reputation of—a nut.



SETTING THE PACE

HAVE YOU USED PROVENWORTH E. F. TINTS?

7 brilliant tints—each one a beautiful pastel shade, especially suitable for unusual color combinations. Provenworth is an economical stock for booklets and all forms of direct-by-mail pieces where distinctive effects are desired . . . Send today for your free samples.

In all industries someone, eventually, forges ahead and leads the field . . . In the paper industry it is Glatfelter—setting the pace for precision in production and speedy delivery. Glatfelter's leadership is not a mere coincidence. It is earned by 75 years of constantly striving to produce better paper, on time, through the use of modern methods and a well synchronized organization . . . There's a Glatfelter sheet for nearly every purpose . . . Next time you are rushed for good paper, at a moderate price, insist on Glatfelter.

GLATFELTER PAPERS

Monoplane Book
Spring Grove Book
Pennsylvania Book
Old Forge Book
Monoplane Bond
Pennsylvania Bond
Provenworth Tints
Provenworth Text
Signature Mimeo
Everyday Mimeo
Spring Grove Litho.
Pennsylvania Litho.
Specialties
Envelope
Tablet

P. H. GLATFELTER CO.

ESTABLISHED 1864
SPRING GROVE, PA.

WHY SALES DROP DEAD

AT THE recent meeting of the Sales Executives Club of New York, as part of an "autopsy of lost sales" the 16 reasons listed below, compiled from the answers to several thousand questionnaires recently mailed out by Richard C. Borden, were given.

1. I lost out to my competitor because I made exaggerated claims about my product.
2. I spent all of my time on the person easiest to reach, instead of on the important man in the company.
3. I let the buyer scare me.
4. I kept my big mouth open too long after I had made the sale.
5. I didn't cover my sales presentation thoroughly enough.
6. I didn't know enough about my prospect's business.
7. I didn't sell myself thoroughly enough.
8. I got into an argument with the prospect and won it.
9. I didn't know enough about my product.
10. I spent too much of my time knocking my competitor.
11. I let myself get licked by my customer's story of friendship and reciprocity with one of my competitors.
12. I didn't generate enough desire for my product.
13. I didn't plan my presentation carefully enough.
14. I lost the sale to a competitor with a lower price because I couldn't tell the prospect why my product was worth more to him.
15. I let a ticklish credit situation beat me.
16. I had neglected the customer too long. A competitor beat me to him.

Which of these account for your loss of recent sales? In the opinion of the members of the Sales Executive Club, Reason 12 received the most blame, then in order 16, 13, 5, 11, 6 and 14. Jack Carr thinks he has the answer to #16.

RESULT OF A VISIT

MANY THANKS for the cordial reception given me last Wednesday.

How I envy you. I honestly believe you have the most effective display of what Direct Advertising is doing throughout the country and I sincerely wish you all kinds of success in the new location.

R. E. But, Chas. E. Burt, Inc.
29 Worthington Street, Springfield

STORY FROM A WASTE BASKET

SOME reporter sent us a page torn from the April 22nd issue of *The Gasoline Retailer*. Editor, H. A. Inness Brown, 480 Lexington Avenue, New York. A standard weekly feature column, entitled "Letters from Bill" was circled with crayon. We reprint it and salute *The Gasoline Retailer* for its sound advice.

Dear Joe:

When I go into a station I frequently ask the proprietor, after talking with him, if I may have the contents of his waste paper basket. The man addressed always looks at me with surprise and sometimes with indignation. He wonders sometimes what I could possibly find of interest in the material that he has discarded and looks upon me either as a fool or as someone a bit too clever to be allowed loose in his station.

However, after a few minutes the average man generally shrugs his shoulders and says all right. I then reach over, take up the waste paper basket and put its contents in a newspaper—cigarette butts and all—and wrap it up for further investigation.

I then tell the owner that I get some of my best ideas out of this waste paper basket plan, ideas that he has discarded as useless, material sent to him at great expense which he has wasted and often letters that he has never taken the trouble to open.

Of course you will recognize this procedure because it was exactly what I tried on you so successfully a few days ago. I hope you were not too seriously concerned with my action, although you appeared to be mad when I walked out. You may be interested in what I found in your basket and how I used it.

Here are the contents that I found of value: 1. A large map from your neighborhood chamber of commerce showing where the businessmen of your neighborhood were located. 2. A pamphlet from a brake lining concern giving definite directions how to make and sell brake lining. (Something you need greatly.) 3. An unopened letter asking if you would like to have a sample of an automobile polish. 4. A pamphlet issued on gasoline pumps which had evidently not been read. 5. Two letters referring to shipment of certain accessories to your neighborhood jobber asking you to talk to a salesman about them when they came in. 6. Three destroyed personal letters—which I didn't read or try to read. 7. A house organ from one of the oil companies. 8. A monthly publication in the automotive field which apparently had not been read. 9. Several cigarette butts, two cigar butts, three paper clips and a variety of odds and ends that it is impossible to identify, including a discarded glove.

I threw away everything except the brake manual and the oil company house organ. I figured what this material would cost the various companies to send to you. All together the contents of that basket could not have been produced in printing alone for less than \$1, and the material contained in the printing was worth at least \$100 to you if properly used.

I have written you all this so as to emphasize the importance of reading your mail, of digesting the material that comes to you, and discarding only those things which cannot be of help. Perhaps it is useless, but if you and many other retailers would pay more attention to the things that are sent to you it is quite probable that you would become much better merchants.

Try the same method at the end of your day some time next week. You will be surprised at the result.

Sincerely,
BILL.

**Remember: IF YOU WANT TO ENTER YOUR CAMPAIGN
IN 1939 FIFTY DIRECT MAIL LEADERS CONTEST.**

Write for Rules Today.

D.M.A.A.

Offices, 17 East 42nd Street, New York

A MAN NAMED MOSS

1879... affairs of men were moving fast... the modern electrical age is foreshadowed in the perfection of the incandescent lamp by Thomas A. Edison... an invention which was to have far-reaching effects on the art of printing...

1880... a man named Moss, still working by oil-lamp... carries to successful conclusion, experiments of nearly twenty years... fabricating inexpensive printing-plates by the photo-engraving method...

1882... Panama Canal started... 1883... Brooklyn Bridge opened to public...

1883... New York thrills to its new Metropolitan Opera House...

1886... Liberty enlightens the world in New York Harbor... Those were the days when the Moss Process carried its illuminated message all over the world through the first photo-engraving catalog known to man. Orders came from every country on the globe... So, Moss did the practical thing... he developed a series of stock illustrations... The letterheads reproduced on this page represent a few of the Moss customers of those early days... many of them, now world-renowned... still using Moss service. And so the great Moss Catalog grew and grew until it contained within its several hundred pages, a magnificent collection of line-cuts and half-tones. Presidents, Kings and lovely ladies. Machinery, tools and garden implements. Groceries, trade-marks, typalogs and swash initials. Newspapers and magazines all over the world were spotted with Moss stock illustrations and even more spotted with Moss special engravings. Looking around for larger quarters, Moss recalled his boast to Frank Leslie's Superintendent. So he bought the building which harbored the Leslie Publications at 535 Pearl Street, and true to his promise he moved the Moss plant in.

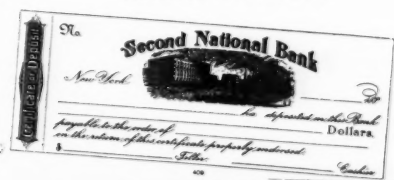
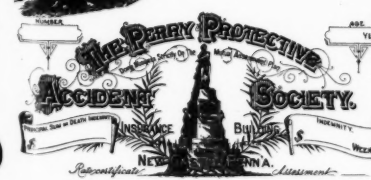
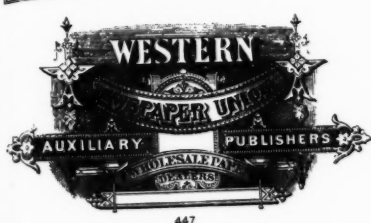
1939... today... the company which still bears the name "Moss"... carries on its books many great names... great industrial corporations, world-renowned advertising agencies... banking houses and commercial enterprises... large and small. But... only one kind of work leaves the plant which bears his name... one kind of work... the best that men, machines and knowledge can produce... Photo-engravings by Pioneer-Moss, Inc.

PIONEER-MOSS INC.

PHOTO-ENGRAVERS

460 WEST 34TH STREET, NEW YORK

MEDALLION 3-0440-1-2-3



Friendliness

is a factor that seems to be lacking in the business correspondence and so-called sales letters of this modern age.

Successful concerns of yesterday knew the value of friendliness and sympathetic understanding. Today, this factor seems to be as much a part of the past as petticoats or the roller towel that hung behind the kitchen door.

CARR'S CORDIAL CONTACTS are simply friendly, human, little letters written for the purpose of creating a friendly relationship between a good concern and its customers and prospects.

Want to see some samples? Just say "Yes" on your letterhead.

JACK CARR
LUTZ • FLORIDA

THIS LETTER PULLED!

ONE OF OUR diligent reporters tells us that the following letter outpulled any letter sent out in past few months. Here it is:

March 28, 1939

You and I . . .

. . . after a fashion, think alike!

We like to have the barber that cuts our hair shave us too—he soon learns our exact requirements and we always let him groom us, because we gave him the chance to learn our varied wants. We always go back to him because we feel "he knows."

Customers of yours who come back repeatedly, do so because they have found dependable service and merchandise—the same reason you and I return to the same barber about every two weeks.

Trimfoot (although sold exclusively in shoe and department stores and not in barber shops) helps you feature that kind of service which develops your most profitable customers.

Check your Trimfoot sizes and "groom" your sales for more satisfied, repeat customers.

Sincerely,

J. B. REINHART, Vice President, Wizard Company
4060 Forest Park Boulevard, St. Louis, Missouri

Reporter's Note: And I don't know why this letter pulled! It was multigraphed and signed in SILVER type on a dark blue coated sheet. (You know the kind with color on one side and white on other!) Letterhead, too, printed in silver. It's hard as all get-out to read unless held certain way to the light. As a novelty it's attention compelling. Maybe it looks so intriguing that the recipient studies it more carefully. I dunno!

HOW TO MAKE 1¢ POSTAGE DO A 3-CENT JOB

*This flap seals
all the way across*



*Concealed opening
here permits postal
inspection*

Write for Samples

Thousands of pieces of mail are sent at the one-cent rate, but only a handful of them do a 3-cent job because **THEY LOOK LIKE THIRD-CLASS MAIL** which too often means "into the waste basket **UNOPENED!**"

CURTIS "POSTAGE REDUCER" ENVELOPES look like **FIRST-CLASS MAIL** and thereby get more attention and better advertising results.

Clip the Coupon and Mail To-day!

CURTIS 1000 INC.

342 Capital Ave.
HARTFORD

1000 University Ave.
ST. PAUL

1814 E. 40th St.
CLEVELAND

GENTLEMEN: Send us samples of **POSTAGE REDUCER** Envelopes and tell us more about increasing advertising returns.

NAME _____

FIRM _____

ADDRESS _____

WHY DIRECT MAIL FOR SALESMEN?

Arthur W. Theiss, Sales Promotion Manager, The Ohio National Life Insurance Company, Cincinnati, Ohio, gave the Direct Mail Departmental at the A.F.A. Convention the following four reasons why he uses direct mail directed toward company salesmen. He illustrated his points with current specimens:

Enthusiasm is the greatest asset in the world. It beats money, power and influence. It is faith in action, and faith and initiative combined can remove mountainous barriers and achieve the unheard-of.

Enthusiasm liberates the individual's latent power and he is stirred to conscious effort to reach new heights of accomplishment. It is so contagious that, like a plague, enthusiasm affects everyone who comes in contact with it.

Direct Mail, as we use it, permeates our salesmen with the white heat of enthusiasm. This is our first and perhaps most important why.

Second, Direct Mail, as we see it, is like the geometric axiom—"the shortest distance between two points is a straight line"—in our case the salesman and the Company. There is no lost energy between the time the Direct Mail is planned and the time it reaches the sales force.

Third, Direct Mail permits us to personalize the message, it provides opportunities for showmanship, and makes it possible for us to use a fuller, more novel, highly illustrated medium for telling our message to our salesmen so that they are stimulated to greater production effort.

Fourth, we believe in another axiom—"that men seldom work only for the monetary value of a job." Usually it's the little red apples in the form of prizes that they'll really try for. We know, too, that the very effort they put forth to attain the required goal has a great bearing on better personnel relations between Company and salesmen, because increased sales are reflected in larger commissions, which in turn have a tendency toward greater satisfaction with their work and stronger loyalty toward the Company. Direct Mail permits us to picture these so-called "red apples" more appealingly than by any other method we know of. And finally, we know that our plan is sound as evidenced by the results.

Added suggestions:

Remember that if you use Direct Mail to stimulate salesmen, you must be consistent and persistent.

When you plan Direct Mail campaigns intended to stimulate your salesmen, forget the number of names on your mailing list. Direct Mail is not a matter of mass psychology when applied to salesmen. If your salesmen are like ours, remember that they are sensitive, emotional, responsive men in whom the urge to be individualistic is highly developed. Your Direct Mail must cater to that individualism. Visualize your salesman standing before you—one human being full of all of the human emotions, even as you and I. He has experienced love, hate, sickness, tragedy, joy and pleasure. He will respond only to Direct Mail which has real sales persuasion, based on his emotions, in it. Remember he *wants* to feel and respond to your enthusiasm and persuasion. Therefore, appeal to him as a *human being* and not some inanimate machine which grinds out sales for your Company.

Put a "hand shake" in your Direct Mail. It works—try it!

IMPORTANT NOTE FOR SUBSCRIBERS IN THE NEW YORK TERRITORY!

THE 12 SESSION COURSE in Direct Mail (just concluded in the Direct Mail Center) will be REPEATED starting September 12th and continuing two evenings per week until October 24th. The same Lecturers will conduct the Course, namely—Hunter Snead, Richard Messner, L. Rohe Walter, Briant Sando, Robert K. Orr, Frank Egner, William Longyear, Edward N. Mayer, Robert Collier, Leonard J. Raymond, Jules Paglin and Jack Carr.

Because of many requests for a repetition, enrollments are being made early for the quota, which is limited by space at the Center. Anyone wishing to take this Course should call VAnderbilt 6-0888 or write for enrollment form.

USE

F
I
D
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I
T
Y

Onion Skin Paper
For

Thin Letterheads

Records

Forms

Copies

It will reduce

Mailing

Typing

Filing

expense.

★ ★ ★

Ideal for Air Mail, Branch
Office and Foreign
correspondence.

SEND FOR SAMPLES

ESLEECK

Manufacturing Company
Turners Falls, Mass.

USE ANYTHING YOU LIKE

BEING A CREDIT MANAGER, I think your recent letter of March 16th was a knock-out. As a matter of fact with or without your permission, I believe I will steal your idea.

As far as my subscription to *The Reporter* is concerned, I am interested in the magazine as I handle a considerable amount of direct mail advertising. But my conscience has not bothered me about my subscription being overdue in as much as I figure you have only sent the one issue beyond what the subscription called for. In this I may be right or wrong as I do not know where my original receipt is and further do not intend to look it up.

I would really miss having this magazine come to my desk so you can expect a Money Order from me within the next few days, so that you may go out and enjoy a good lunch.

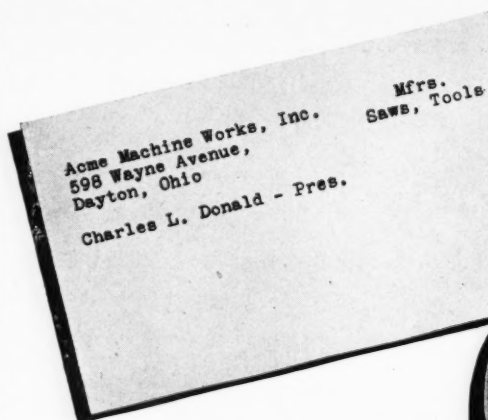
E. J. Patrick, Credit Office

T. B. Lee Limited, Vancouver, Canada

Reporter's Note: Nothing in *The Reporter* is copyrighted, patented or jealously guarded. So use anything you want without further permission. Simply give us the usual credit line. That applies also to our letters. If they are worth lifting—that is credit enough.

A SPOT OF COLOR

SEPTEMBER 1938 *Reporter* (page 18) told about the successful series of 16 post cards used by Sawbill Lodge, Tofte, Minnesota . . . mailed every 10 days to a list of 1200 names. Resulted in 844 inquiries and greatly increased business. Your reporter notices with pleasure that George Arbogust is at it again for a 1939 series. Received card #1 May 18th, and will be anxious to learn results. Still the same type of crowded copy with a pine tree design. Only this year they have taken the trouble to hand apply a small spot of red crayon (about 1/8") where an open fire is indicated under the pines. Clever.



GUARANTEED MAILING LISTS

To get results from Direct Mail you've got to start with a top-notch mailing list.

That's why so many advertisers from coast to coast depend on us for all their list requirements.

It takes time, painstaking accuracy and intelligence to compile a good list and that's the formula we follow.

Every mailing list is freshly compiled to your order and backed up with our postage refund and money-back-if-not-satisfied guarantees.

★★★ Write today for your Free copy of Mailing List Statistics, itemizing thousands of mailing list classifications.

Kane-Kiernan Organization

ADVERTISERS MAILING SERVICE, INC.
915 BROADWAY • ALgonquin 4-6666 • NEW YORK, N. Y.

SPECIAL

RENTAL LISTS OF MAIL ORDER BUYERS

Many exclusive and unusual lists are represented in our selection. If you sell by mail write for a set of "Data Sheets" that give detailed information on every rental list we handle.

Explain your product and sales problem so we can mark those lists in which we believe you will be particularly interested.

★

If you have a list of mail order buyers, profit by renting it to non-competitive sellers. We act as your broker.

■ COMBINE-VELOPES THE ADVERTISING FOLDER WITH THE ATTACHED ORDER FORM REPLY ENVELOPE. SALES MESSAGE, DISPLAY COPY, ORDER FORM AND REPLY ENVELOPE IN ONE UNIT.
■ SELF MAILER COMBINE-VELOPES ALL THE DIRECT MAIL ESSENTIALS IN ONE UNIT. FOR EVERY MAILING REQUESTING A RETURN REMITTANCE.
■ ORDER FORM BIND-IN-VELOPES FOR EVERY STYLE, SIZE, AND CONSTRUCTION OF PUBLICATION OR CATALOG.
■ ENV-O-BLANKS ■ SELF MAILER COMBINE-FORMS ■ DU-PLEX ENVELOPES
THE SAWDON COMPANY, INC., 230 PARK AVE., NEW YORK, N. Y. MURRAY HILL 6-1566

Send samples of products checked with prices on _____ thousands.

FIRM NAME _____ ADDRESS _____
CITY _____ STATE _____ MY NAME _____

SYMBOL OF PROGRESS

September 25 to October 7

The Fifth Educational

GRAPHIC ARTS EXPOSITION

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Grand Central Palace

The Industry's own working demonstration of outstanding developments in The Printing World of Today — The Exposition will be a gigantic model plant, displaying the latest machinery, devices and materials to improve your production—Join with the thousands of plant owners, printing house craftsmen and other Graphic Arts executives who will make this educational Exposition their source of ideas for greater efficiency and bigger profits.

NATIONAL GRAPHIC ARTS EXPOSITIONS, INC.

480 LEXINGTON AVENUE, NEW YORK, N. Y.

Successful

MAIL-SELLING ESSENTIALS FOR THE BUSINESS MAN

What is the quickest way to get satisfactory results in selling by mail? There are established, well-nigh infallible methods—in the practices of leading mail-order concerns—if you know what they are.

HOW TO SELL BY MAIL

By EARLE A. BUCKLEY

\$2.00

Here is a practical manual that outlines essential mail-selling methods. The author, a veteran direct-mail writer, tells you specifically and understandably what you want to know about getting direct orders for your product, PROFITABLY, by mail. The book gives you in the quickest way the facts you need to adopt practices that will improve results.

SEE IT 10 DAYS—MAIL THE COUPON

McGraw-Hill Book Co.
330 West 42nd St., N. Y. C.
Send me Buckley's How to Sell by Mail for 10 days' examination on approval. In 10 days I will send \$2.00, plus few cents postage, or return book postpaid. (We pay postage on orders accompanied by remittance.)
Name.....
Address.....
City and State.....
Position.....
Company..... 16-39
(Books sent on approval in U. S. and Canada only)

A CRACK AT FOLLOW-UP

They are questioning and analyzing in England. The April issue of *The Advertising World* reviews nine guide posts to successful direct mail by analyzing failures or mistakes of last year. *Your reporter* liked all posts except the first, to wit:

(1) There were a good many cases of excessive following up, but few came from really front-rank advertisers. In any case, when *does* following-up become excessive? This, of course, depends entirely on the product, but generally anything more than four or five at fairly frequent intervals is regarded by the victim with a jaundiced eye.

Some firms send a dozen or more, seemingly determined to pester the life out of the prospect and to batter away at his sales-resistance until the poor chap sends an order in sheer desperation.

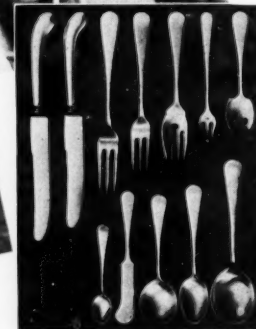
Tactics of this kind rarely benefit the firm which uses them and, far more important, they do injury to direct-mail as a whole. People will cease to apply for catalogues, etc., if they feel that they are going to be subjected to a constant barrage month after month.

They will begin to share the opinion of the irate gentleman who voiced his wrath in *The Times* not so long ago. Writing of telephone canvassing, he said, "The insane competition between sellers of goods, whose intrinsic worth is apparently inadequate to command a market, has become a public nuisance. Our letter-box and front door bell have long been at the mercy of every impudent canvasser of rubbish . . . the limit of public patience has been reached."

To create this kind of attitude in a member of our beloved Great British Public is to kill the goose that lays the golden eggs.

Reporter's note: A really good prospect should remain a prospect (or a customer) until the death notice. How many times, how often you reach him, depends on your product and good sense. Don't pay any attention to the old fuss-budget who probably owned some stock in *The Times*.

TELL IT AND SELL IT WITH PHOTOGRAPHS BY STADLER • CHICAGO



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STADLER STUDIOS 62 EAST LAKE STREET CHICAGO
TELEPHONE: CENTRAL 1430

Photo Offset on Coated Stock



BURLAND PRINTING CO., INC.

will lithograph your booklets,
catalogues or broadsides on

coated paper. You will get sharper halftones,
black or color that cannot be equaled on
regular finish offset paper. This is not a new
experiment, but rather a service we are
rendering regularly.

Call BEekman 3-7060, and let a Burland
representative show you this superior work
at reasonable prices.

BURLAND PRINTING CO.

Lithographers and Printers

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NEW YORK CITY

Professional Mailing Lists

Do you circulate Physicians, Dentists, Druggists, Osteopaths, etc.? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- Prompt Service
- Dependability

—ADDRESS—

Fisher-Stevens Service, Inc.
183 Varick St. New York, N. Y.

Do you want to reach the Direct Mail field?

You will reach 5,000 cream of the crop readers if you advertise in

The Reporter

MAIL ADVERTISING SERVICE

QUALITY plus SERVICE

has been the watchword of

The B. Brown Associates

Twenty-one years experience serving "hard to please" direct mail advertisers. Complete direct mail campaigns, or any part of them. Addressing (typewriter, handwriting, Addressograph) Multigraphing. Flat Bed Processing. Imprinting. Letters filled-in perfectly. Folding, enclosing and mailing.

The B. Brown Associates, Inc.
480 Lexington Ave., New York, N. Y.
Wickersham 2-7380

MAILING LISTS:

Boyd's City Dispatch, Inc.

EDGAR J. WILLIAMS, Pres.
114 East 23rd St., New York, N. Y.
*GRamercy 5-4600

MAILING LISTS:

Trade, Professional, Residential.
Men and Women of Wealth.
Manhattan, Metropolitan Area,
all parts of U. S.
Established 1830.

CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.

ADVERTISING AGENCIES

Sell your product through agents, mail order. Advertise newspapers, magazines. Publishers' rates. Snappy layout your inch advertisement \$1. Martin Advertising Agency, 171P Madison Ave., New York.

CASH MERCHANDISE BUYERS

We Buy for Cash—Advertising goods with some merchantable value, Paper Goods, Envelopes, Blotters, Pictures, etc. Submit samples and quantity for prompt consideration. Fantus—440 No. Wells St., Chicago.

MAILING LISTS

Ask for our Catalog of Mailing Lists, 6,270 different classifications listed; number in each and price shown. If interested, ask for our Stockholders and Bond Buyers Price List, 1,600,000 Stockholders in over 1,000 corporations. TRADE CIRCULAR ADDRESSING CO., Inc., Established 1880. 219½ West Madison Street, Chicago, Illinois. Franklin 1182.

ARE YOU INTERESTED? The names and addresses of Owners of buildings in Chicago and suburbs are now available for less than ½ a cent a name. Comprising the wealth and buying power of one of the greatest markets in the country. For Sales Promotion this Property Owners Index will prove invaluable. THE CHICAGO REAL ESTATE INDEX CO., 308 W. Washington Street, Chicago, Ill.

150,000 Cash Mail Order Buyers (1939), envelopes addressed, mailing lists, any trade in United Kingdom, low rates. Carlyle, 120.P., Bournbrook, Birmingham.

MAIL ORDER ITEM

NEW INVENTION—Ban-Odor, the NEW odorless chlorine sterilizer. Only product of its kind made. Every tavern and cafe a prospect. Guaranteed to comply with all STATE HEALTH LAWS. Steady repeater. Sample Free. Mail Order Men, Agents, Distributors add this profitable item to your line. Sales Guaranteed or Money Refunded. Write NORD CHEMICAL COMPANY, Duluth, Minnesota.

SPECIAL SERVICES

ILLUSTRATED Sales Letters reproduced by Laurel's improved process effectively, economically, without stationery or engraving costs! Letterhead, illustration, copy, signature, all in one operation; costly typesetting and cut costs eliminated on ALL types pictorial direct-mail material. 500 copies (8½x11") \$2.63 complete; additional hundreds only 22¢. Send for free informative manual. Laurel Process, 480 Canal St., N. Y. C. WALKER 5-0526.

LAY-OUTS, ILLUSTRATIONS, ENGRAVINGS for all types of Direct Mail Pieces. Artist, 2819 West 43rd Street, Minneapolis, Minn.

CORRECTING A COMMA!

HALEY saw a comet, your printer saw a comma.

"Granite, blue" should read "granite-blue," a bluish gray paper with fine hairs embodied in it. The kind used by Uncle Sam in his Bureau of Engraving and Printing.

Anthony R. Gould
Circulation Manager
The United States News
Washington, D. C.

Reporter's Note: This corrects the color test listed on page 15, April *Reporter*. Blue had been included in both good and bad colors. Blue therefore ranked in top four; granite-blue in lower four.

BLOTTERS FOR H.O.

THIS IS FROM ONE of your associate reporters from all over the world, sending a couple of blotters, to get a Gold Palm, or something, maybe.

Samuel P. Johnston
Johnston Advertising Agency
625 Market Street
San Francisco, California

Reporter's Note: And good too! Size 4" x 9¼", two columns. Left side, one sentence observations on life and advertising. Right side jokes and observations.

STOCK CUTS

Ad. Writers, ask for proofs zippy little black cuts, inexpensive. Harper's, 283-a E. Spring St., Columbus, Ohio.

HOUSE MAGAZINES

IF YOU'RE SHOPPING FOR WASTEBASKET FOOD

please do not ask for sample of my new eight-pages-and-cover, 6¾" envelope - size house magazine that has produced very profitable business for users and may do the same for you. . . . I can't sell it at the price of printed truck—house magazines produced with a pastepot and scissors—but I can sell you from 500 to no-limit monthly, on yearly agreement basis, at a price that will surprise you. What's worth sending out as representing your house is worth careful, creative preparation and real printing.

If you're an executive, it will be a pleasure to send you details.

JERRY FLEISHMAN, Editor,
The Fleishman Business Publications,
Mercantile Trust Building,
Baltimore, Md.

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